

**Claims**

1. A method of operating a mobile terminal, the method comprising:  
accessing a service portal via a bi-directional network;  
5 selecting an item on a service menu included in the service portal and  
corresponding to a broadcast service;  
receiving channel parameter data relating to the corresponding broadcast  
service from the service portal;  
using the received channel parameter data to open a communications  
10 channel; and  
receiving broadcast data for the broadcast service through the  
communications channel.
2. A method as claimed in claim 1, in which the channel parameter data  
15 includes an Internet protocol address and/or a port number relating to the  
broadcast service.
3. A method as claimed in claim 1 or claim 2, further comprising receiving  
service information data.  
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4. A method as claimed in claim 3, in which the service information data  
comprises one or more of an IP/MAC notification table, a network information  
table, and a program mapping table.
- 25 5. A method as claimed in claim 3 or claim 4, comprising receiving the service  
information data from the service portal.
6. A method as claimed in claim 3 or claim 4, comprising receiving the service  
information data over a broadcast network.  
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7. A method as claimed in any preceding claim, comprising receiving data from  
the service portal identifying an application, and, in response, opening the  
application in the mobile terminal.

8. A method as claimed in any of the preceding claim, in which the service portal is a wireless application protocol service.

5 9. A method as claimed in any preceding claim, further comprising sending data identifying a subscriber, the mobile terminal and/or terminal capabilities to the service portal.

10. A mobile terminal comprising:  
10 means for accessing a service portal via a bi-directional network;  
means for allowing selection of an item on a service menu included in the portal and corresponding to a broadcast service;  
means for receiving from the portal channel parameter data relating to the broadcast service;  
15 means for opening a communications channel using the channel parameter data; and  
means for receiving broadcast data for the broadcast service through the communications channel.

20 11. A terminal as claimed in claim 10, in which the channel parameter data includes an Internet protocol address and/or a port number relating to the broadcast service.

12. A terminal as claimed in claim 10 or claim 11, comprising means for  
25 receiving service information data.

13. A terminal as claimed in claim 12, in which the service information data comprises one or more of an IP/MAC notification table, a network information table, and a program mapping table.

30 14. A terminal as claimed in claim 12 or claim 13, arranged to receive the service information data from the service portal.

15. A terminal as claimed in claim 12 or claim 13, arranged to receive the service information data over a broadcast network.

16. A terminal as claimed in any of claims 10 to 15, comprising means  
5 responsive to data received from the service portal identifying an application for opening the application in the terminal.

17. A terminal as claimed in any of claims 10 to 16, in which the service portal is a wireless application protocol service.

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18. A mobile terminal as claimed in any of claims 10 to 17, further comprising means for sending data identifying a subscriber, the terminal and/or terminal capabilities to the service portal.

15 19. A method of operating a service portal, the method comprising:  
storing data relating to channel parameters of one or more broadcast services;  
providing one or more selectable items on a service menu, each item relating to a broadcast service; and  
20 in response to the selection of an item from a remote terminal, sending channel parameter data relating to the corresponding broadcast service to the remote terminal.

20. A method as claimed in claim 19, further comprising recording the number  
25 of occasions of each item being selected.

21. A method as claimed in claim 19 or claim 20, comprising:  
determining which services the terminal is capable of consuming and/or is permitted to access, and  
30 providing on the service menu only items relating to appropriate services.

22. A method as claimed in claim 19 or claim 20, comprising:

determining whether the terminal is capable of consuming and/or is permitted to access the broadcast service relating to the selected item, and in response to a negative determination, providing a service menu listing one or more appropriate services.

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23. A method as claimed in any of claims 19 to 22, comprising transmitting data identifying an application suitable for consuming the broadcast service.

24. A service portal arranged:

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to store data relating to channel parameters of one or more broadcast services;

to provide one or more selectable items on a service menu, each item relating to a broadcast service; and

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to be responsive to the selection of an item by a remote terminal to send channel parameter data relating to the corresponding broadcast service to the remote terminal.

25. A service portal as claimed in claim 24, comprising means for recording the number of occasions of each item being selected.

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26. A service portal as claimed in claim 24 or claim 25, arranged to determine services the terminal is capable of consuming and/or is permitted to access, and to provide on the service menu only items relating to appropriate services.

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27. A service portal as claimed in claim 24 or claim 25, comprising means arranged to determine whether the terminal is capable of consuming and/or is permitted to access the broadcast service relating to a selected item, and responsive to a negative determination to provide a service menu listing one or more appropriate services.

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28. A service portal as claimed in any of claims 24 to 27, arranged to transmit data identifying an application suitable for consuming the broadcast service.

29. A system comprising a service portal accessible via a bi-directional network by a mobile terminal,

the service portal being arranged to provide a service menu comprising one or more items each corresponding to a broadcast service;

5 the mobile terminal being arranged for allowing selection of one of the items;

the service portal being responsive to an item selection to send to the mobile terminal channel parameter information relating to the corresponding broadcast service;

10 the mobile terminal being arranged to use the channel parameter information to open a communications channel, and to receive broadcast data for the broadcast service through the communications channel.

30. A method of operating a system comprising a service portal and a mobile terminal, the method comprising:

15 accessing the service portal from the mobile terminal via a bi-directional network;

providing a service menu comprising one or more items each corresponding to a broadcast service;

20 using the mobile terminal to select one of the items;

sending from the service portal to the mobile terminal channel parameter information relating to the broadcast service;

at the mobile terminal, using the received channel parameter information to open a communications channel; and

25 at the mobile terminal, receiving broadcast data for the broadcast service through the communications channel.